

# Philip Morris Promotional Fulfillment Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 10 / 4 / 94 UPC Size %: 90 UPC CODE: \_\_\_\_\_  
 Prepared By: G. D'Alessandro Ext: 2838 OVERNIGHT DELIVERY ☒ YES ☐ NO  
 Send UPC To: Patrick Venetucci Address: LBCO, 19th Floor  
 Company Name: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**Brand Program Information:** This Information is REQUIRED before a UPC will be issued.

Brand: V-Slim Program: Spring V-Ware FSI POS # \_\_\_\_\_  
 Program Description: FSI - V.S. - Weak Markets - 540 Sacramento  
 (Please Be Specific) Spring V-Ware  
 Audience Reached: ☐ Offensive ☐ Yearly ☐ Winter ☐ Capture Names?: ☐ Yes  
☒ Defensive ☐ Quarterly ☐ Spring ☐ No  
☐ Both ☐ Holiday ☐ Summer ☐ Yes  
☐ Other ☐ Fall ☐ No  
 OCR CODED? ☐ No

**Coupon Distribution Information:** This Information is REQUIRED before a UPC will be issued.

Distribution Date: 1 / 15 / 95 Expiration Date: 3 / 31 / 95 Estimated Redemption Rate: 2.15%  
 Total Circulation: 7,854,000 662,000 Max. Redemp. Cost/Coupon: \$ \_\_\_\_\_

**Will Coupons Be Distributed:** Will the distribution include military?  
☐ Nationally ☐ Yes  
☒ Regionally (see back) ☒ No  
☐ Specific Markets (see back)  
☐ On a Test Basis

**Method of Distribution (check only one per UPC):**

☐ Magazine On Page (001) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ ON-Pack-Own Product (018)  
☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) ☐ Retailer Coupon (013) ☐ Immediately Redeemable (020)  
☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☐ Direct Mail - Solo (014) ☐ All Other: \_\_\_\_\_ (025)  
☐ Control Circ. Magazine (004) ☒ FSI Inserts - Solo (010) ☐ Direct Mail - Co-op (015) Please Explain  
☐ ROP/Newsp. Single (005) ☐ FSI Inserts - Co-op (011) ☐ In-Pack-Own Product (016)

**Offer Information:** This Information is REQUIRED before a UPC will be issued.

Face Value: \$ \_\_\_\_\_ Terms of Offer: B161F  
 (Describe completely) \_\_\_\_\_  
 Discount Offered: \_\_\_\_\_ %  
 (% of Face Value/Purchase Price)  
 or Check One Below  
☒ B1G1F ☐ B2G 50¢ Off ☐ \$1.00 Off Carton ☐ \$2.50 Off Carton ☐ Other - Provide Details Above  
☐ B2G1F ☐ B3G 50¢ Off ☐ \$1.50 Off Carton ☐ \$3.00 Off Carton  
☐ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention

**Distribution break by PM Region:**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____	_____

**For Promotional Fulfillment Use Only**

UPC CODER ASSIGNED: 4111404215  
 Date Assigned: 10 / 6 / 94 Assigned By: Chris Mondella-Dontarom

**AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:**

One Copy to Preparer  
 One Copy to Media

One Copy to PM Promotional Fulfillment  
 One Copy to Promotional Services Center

One Copy to PM Finance  
 One Copy to USA

#4003  
 PM USA/REV 3/93